

Shifting Access to Food in Southeast Raleigh



Sarah Bowen

**Assistant Professor of Sociology,
North Carolina State University**

**Director, *Voices into Action: The
Families, Food, and Healthy Project***

NC STATE UNIVERSITY



United States Department of Agriculture
National Institute of Food and Agriculture

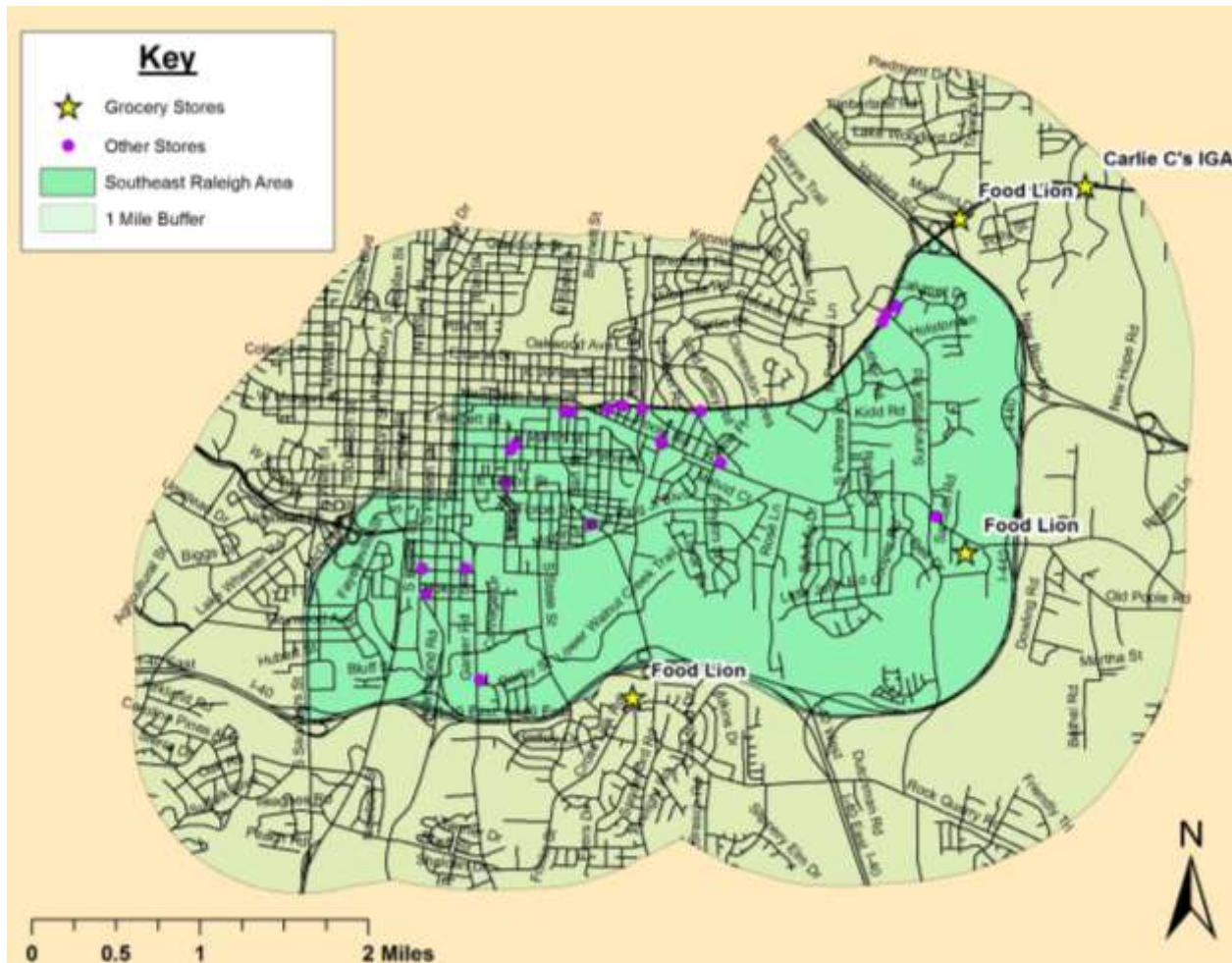
Voices into Action



- **Voices:**
 - Interviews with mothers about their experiences feeding their families (n=120)
 - Food assessments to identify community strengths and priorities related to food access
- **Action:**
 - Working with faith communities and community organizations to facilitate projects to improve access to healthy and affordable food and safe places to be active



Southeast Raleigh



Availability of fresh produce



	Supermarkets	Convenience Stores
	(n = 4)	(n = 24)
Bananas	100%	8%
Apples	100%	12%
Oranges	100%	8%
Grapes	100%	4%
Cantaloupe	100%	0%
Strawberries	100%	0%
Pears	100%	0%

	Supermarkets	Convenience Stores
	(n = 4)	(n = 24)
Carrots	100%	8%
Tomatoes	100%	8%
Lettuce	75%	4%
Sweet peppers	100%	8%
Broccoli	100%	4%
Cauliflower	100%	4%
Cabbage	100%	4%
Green beans	75%	0%

Availability of canned vegetables



	Supermarkets	Convenience Stores
	(n = 4)	(n = 24)
Canned corn	100%	68%
Canned green beans	100%	52%

Availability of healthier options (milk and bread)



	Supermarkets	Convenience Stores
	(n = 4)	(n = 24)
Whole wheat bread	100%	24%
White bread	100%	88%

	Supermarkets	Convenience Stores
	(n = 4)	(n = 24)
Reduced fat milk	100%	48%
Whole milk	100%	68%

Comparing prices



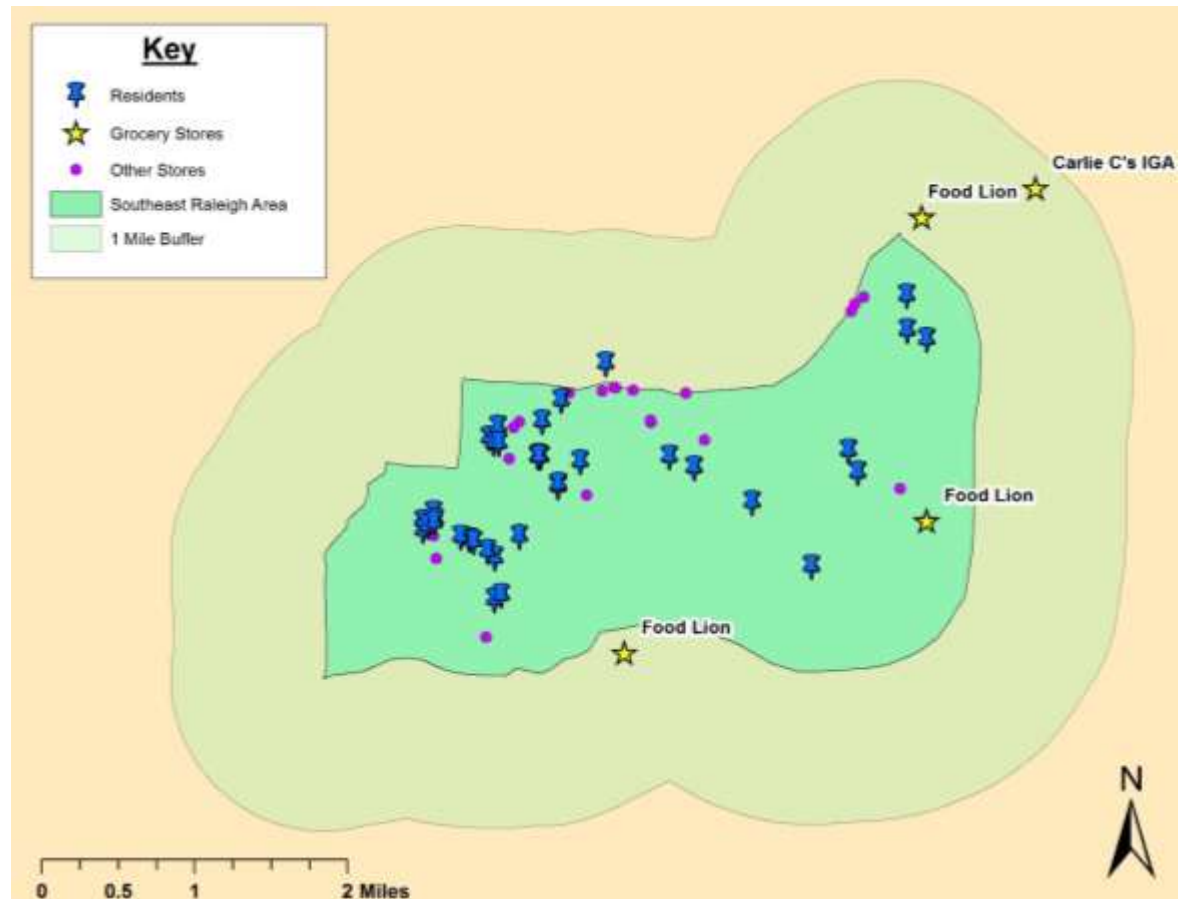
	Supermarkets	Convenience Stores
White bread (loaf)	\$3.42	\$3.41
Wheat bread (loaf)	\$3.82	\$4.19
Milk (0.5 gal)	\$2.76	\$3.40
Apples (lb)	\$0.56	\$1.94
Canned corn (1 can)	\$1.16	\$1.74

- On average, convenience stores charged 66% more for these 5 items.

Interviews with residents of Southeast Raleigh



- 40 interviews
- Average household income: \$15,000/year
- Most lived more than 1 mile from a supermarket
- 48% did not have a car
- 53% considered food insecure



Where do people shop?



- Families prioritized affordability over proximity.
- Many preferred to bypass nearby corner and convenience stores to reach large supermarkets.
- Complicating factors:
 - Lack of transportation
 - Challenges making budgets or SNAP benefits last
- Result: Many families shopped just once a month, buying mostly non-perishables.

Where do people shop?



“We would rather do it that way and get it for cheap than risk...[running] down to the corner store for anything. And they triple the price of stuff than say at a supermarket.”

- Ramira

Where do people shop?



“[Ideally] I would get a lot of—I would get salads and vegetables and I would just—because those are perishable things and they go bad really fast... We don’t have the money to keep traveling back and forth every day to the market.”

- Ramira

Healthier corner stores



- Provide support: infrastructure, information, marketing
- Foster connections between corner stores and local farmers
- Adapt to local contexts
- Build viable, healthy markets for local food